ABSTRACT

The present invention provides an automated interactive system that enables an author to build applications that handle complex consumer-merchant interactions. The author designs content components and application rules that are interpreted by the system dynamically, at runtime, to generate and deliver to users personalized HTML web pages, including client-side objects that track user behavior and enhance users' interaction with the application. Such rules dynamically adapt the author's goals to the appropriate users at the appropriate time, thereby simulating the dialogue between users and human salespersons/customer service personnel in the context of an automated interactive system.

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